

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  
NELSON, Robert W.

Appln. No.: 10/661,302

Examiner: LASTRA, D.

Conf. No.: 7815

Group Art Unit: 3688

Filed: 09/11/2003

Dkt. No.: NELSR-P01

C/N: 23,653

For: ADVERTISING SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

**AMENDMENT/RESPONSE**  
**AFTER NON-FINAL OFFICE ACTION**

In response to the Office action dated June 20, 2008, which:

a. rejected Claims 1-19 under 35 U.S.C. § 101, in that said claims are to a system without inclusion of a present structure therein;

5        b. rejected Claims 1-19 and 2 and 13 under 35 U.S.C. § 112, for failing to distinctly claim subject matter to be regarded as the invention in that said claims are indefinite for not claiming a present structure or defining a tangible medium therein, respectively; and

10        c. rejected Claims 1-19 under 35 U.S.C. § 102, as being anticipated by Magazine Advertising Guide;

please amend the above-identified application as follows:

1. Amendments to the Specification. There are no such amendments.

2. Amendments to the Claims and listing therefor begin on the page of this paper captioned as **Amendments to the Claims.**

5 3. Amendments to the Drawings. There are no such amendments.

4. Remarks/Arguments begin on the page of this paper captioned as **Remarks/Arguments.**